



**Minutes
City Council's Arts and Community Services
Committee
October 18, 2006**

Minutes of the City Council's Arts and Community Services Committee held on Wednesday, October 18, 2006, 3:00 p.m., at the Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

Committee Members Present:

Councilmember Barb Carter, Chair
Councilmember Shana Ellis

City Staff Present:

Tom Canasi, Community Svcs Manager
Don Fassinger, Cultural Facilities Director
Andy Goh, Deputy Public Wrks Manager
Teri Metros, Library Director
Sheri Partridge, Council Aide
Cecelia Pinkston, Executive Assistant
Jody Ulich, Cultural Svcs Director
Shawn Wagner, Mgmt Assistant

Guests Present:

Beth Fiorenza, TCAA
Steve Martin, Childsplay

Councilmember Carter called the meeting to order at 3:00 p.m.

Agenda Item 1 –Review and Recommend Work Plan

Councilmember Carter presented the draft work plan and requested staff to add "Coordination between Tempe Center for the Arts and the Arts District to the west" to Goal 3.

Agenda Item 2 –Tempe Center for the Arts Policies and Procedures Review

Tom Canasi summarized that staff has been working with the partner organizations to develop policies to facilitate and enhance the development of the Arts Center and has been working with Financial Services over the years to develop a pro forma to manage this facility from a financial point of view. Staff has also been developing a list of benchmark venues as recommendations are developed for facility use fees.

Don Fassinger summarized four primary discussion points in developing policies and procedures for the operation of the Arts Center:

- Rental rates and how they have been established.
- Tier structure which offers differing rates to varying types of users.
- TCA partner criteria.
- Date selection and scheduling of the TCA event calendar.

Development of rental rates:

- Staff proposes a rental rate based on a charge-per-seat basis from comparisons with Herberger Theater Center, Chandler Center for the Arts, and Mesa Arts Center.
- The proposed rate will vary by user category.
- The lower rental cost allows for user groups to make transition from their performance venues today into the TCA.

There was discussion regarding rates for other parts of the facility; full day, half day, and hourly rates; structure of rates for use of multiple rooms; rates for multiple performances at 100% for first performance and 50% for the second; additional days for rehearsal and set-up at a percentage of performance cost; potential weekly maximum rate.

Mr. Canasi added that staff will return to the Committee with a list of all other potential rooms available for rent.

- Tiered rental rate structure :
 - Tier 3: commercial entities (for profit), highest rate - \$2.25
 - Tier 2: non-commercial entities (not for profit) - \$1.80
 - Tier 1: TCA Partners - \$1.50
 - Staff proposes that Tier 2 and Tier 3 rental rates be discounted 10% for individuals with Tempe residency and for businesses whose primary organizational headquarters are in Tempe.
- The TCA Partner Organizations:
 - Organizations that have been involved in the development of the planning of the facility from the beginning and criteria has been built around those groups:
 - Non-profit status
 - Organizational headquarters in Tempe
 - History of past performance
 - Three-year commitment to performances at TCA
- Date selection and scheduling process:
 - First, the City will establish the calendar of available dates taking into account potential events and maintenance.
 - Second, work with Childsplay to establish their performances.
 - Third, look at the remainder of the partner groups and set their schedules.
 - Fourth, address Partner special events.
 - Fifth, open calendar to other users.

DIRECTION:

Bring back to Committee, with additions to categories and complete the rate schedule to include entire facility rate.

Completed by November 15th Committee meeting, and then brought forward to Council.

Agenda Item 3 – Tempe Center for the Arts Identity Package. 0109-17

Don Fassinger summarized:

- TCA logo and overall sign package was designed by Adams Morioka
- Staff sent out a request for bids for the graphics package.
- Esser Design was engaged and staff has been working with them.
- Community Services staff have worked with Community Relations and Esser Design to create a graphics package.
- The catch-phrase is “be part of the scene.”
- It is important to complement the City of Tempe logo, so it has been included in various places.
- The tag line is to define the Center and tie it in with what’s going on in Tempe, in the downtown and at the Lake.

Councilmember Carter added that it is important that the graphic ideas go to the Arts Commission first, and then to full Council.

Agenda Item 4 – Capital Projects Briefing. 0109-17

Tom Canasi gave updates on two additional capital projects:

- Tempe Public Library
 - \$8M over the next four years.
 - Four-year project to enhance and renovate the library.
 - First year (beginning mid-January) will involve technology improvements followed by infrastructure and facility enhancements.
 - Technology improvements are currently underway and design phase for library improvements will begin next year.
- Tempe Historical Museum
 - \$3.5M over three years.
 - Project encompasses renovation of the museum to redefine the space, with a goal of more flexible space.
 - Incorporate technology into the museum.
 - More interactive areas.
 - Increase community space.

Agenda Item 5 –Double Butte Cemetery Update. 0201-08

Shawn Wagner summarized the elements of the first phase:

- New gated entry feature.
- Development of 586 double depth plots (1,172 total spaces) and 108 infant plots.
- Development of desert burial plots in southeast quadrant, 700 single plots.
- Enhancement of existing memorial gardens
- Removal of existing wall along former Broadway Road alignment, and installation of a sidewalk and a small parking area.

- Installation of new in-ground irrigation system in lawn areas.
- Maintenance/construction improvements to existing roadway.

He added that staff is working with Financial Services to establish fees that will not only pay the operating costs, but also fund future phases, as well as sale of new plots and other services upon completion of construction. Future phases will include a mausoleum. Preconstruction meeting will be held next week. Total construction time will be six to nine months.

Agenda Item 6 – Future Agenda Items.

- Golf Update – Mark Richwine
- Final rate structure – Tom Canasi

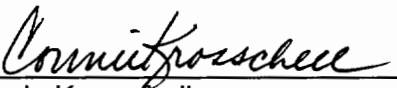
Future item:

Tempe Center for the Arts Policies and Procedures update

Meeting adjourned at 4:10 p.m.

Prepared by: Connie Krosschell

Reviewed by: Tom Canasi



Connie Krosschell
Acting City Clerk